

**PRODUCE**

**PLUS**

THE MAGAZINE FOR FRESH PRODUCE MARKETING IN AUSTRALIA & NEW ZEALAND

# MEDIA KIT 2021

[fruitnet.com/produceplus](https://fruitnet.com/produceplus)

**FRUITNET**

Part of Fruitnet Media International  
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# PUBLICATIONS

## Fresh ideas. Fresh insight.

PRODUCE PLUS is the magazine for fresh fruit and vegetable marketing in Australia and New Zealand.

Distributed quarterly to leading growers, distributors, wholesalers, marketers, importers, retailers and industry groups, PRODUCE PLUS reaches fresh produce professionals throughout the entire value chain, providing in-depth analysis, information and photo features on all the latest innovations and ideas in the fresh produce market.

PRODUCE PLUS is published 4 times a year, in print and online.

More information at [fruitnet.com/produceplus](http://fruitnet.com/produceplus)



## Download the app

View current and past editions of PRODUCE PLUS via our new app, available from the App Store or Google Play.



## Produce Plus Monthly Newsletter and Online News

Follow quality news and information online 24/7 at [fruitnet.com/produceplus](http://fruitnet.com/produceplus), covering the latest updates from Australia and New Zealand's fresh fruit and vegetable industry.

Additionally, the PRODUCE PLUS MONTHLY NEWSLETTER delivers a round-up of the top stories to subscribers inboxes every month. Sign up at: [fruitnet.com/produceplus](http://fruitnet.com/produceplus)

## Nielsen - Produce Plus Top 20

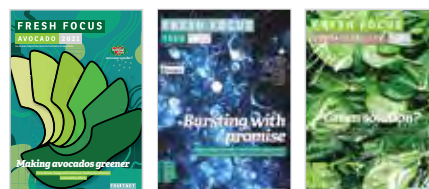
The annual Nielsen-Produce Plus Top 20 supplement analyses the performance of the top fresh fruit and vegetable products in the Australian market. Nielsen Homescan data is used to rank the Top 20 products based on dollar share of total fruit and vegetable sales over a 52 week period.



## Marketer Of The Year Award

Presented by PRODUCE PLUS and PMA Australia-New Zealand, the Marketer of the Year Award (MOYA) recognises outstanding achievement in the marketing of fresh fruit, vegetables and flowers in Australia and New Zealand.

MOYA is presented at Hort Connections, the annual fresh produce conference and trade show.



## Fruitnet Specials

Fruitnet Specials are annual trade supplements looking at sector-specific topics such as sustainability and technology. All Fruitnet Specials are distributed at major international trade shows, such as Fruit Logistica, Fruit Attraction, PMA Fresh Summit, Asia Fruit Logistica and all Fruitnet events.

# READERSHIP

## Global coverage

Fruitnet.com is part of Fruitnet Media International, which publishes the following titles: EUROFRUIT, ASIAFRUIT, ASIAFRUIT CHINA, AMERICAFRUIT, FRESH PRODUCE JOURNAL, PRODUCE PLUS and FRUCHTHANDEL MAGAZINE.



**+5,500**

**Produce Plus News  
Recipients**



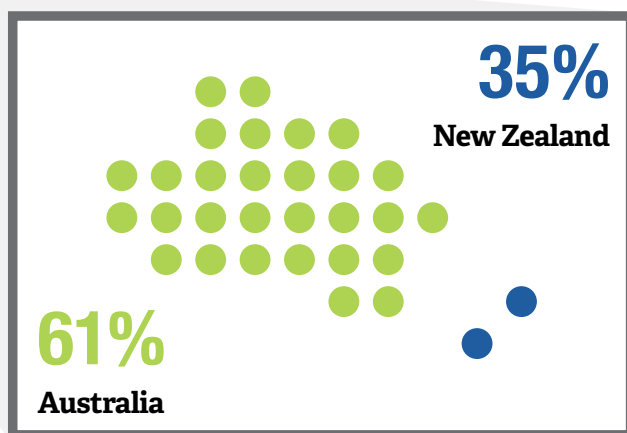
**4,000**

**Produce Plus Magazine  
Average readers per issue**

## In print readership data



**Rest of the world  
4%**



## Online readership data

**fruitnet.com**



**+109,000\***  
monthly visits

**+163,000\***  
monthly pages visited

**+80,000\***  
monthly visitors

## fruitnet.com/produceplus



**+5,000\***  
monthly visits

**+7,000\***  
monthly pages visited

**+4,000\***  
monthly visitors

\*Online data based on 2020 figures. Statistics based on Google Analytics

# EDITORIAL PROGRAMME

## ISSUE 40 AUTUMN, MARCH 2021

Distributed at  
Fruit Logistica 2021

### Special Features

Technology  
Seeds & Crop Care  
Food Safety

### Products

Apples & Pears  
Kiwifruit  
Tomatoes  
Capsicums  
Pomegranates  
Beetroot  
Persimmons

### Regulars

Retail Reviews, Expert Columns, People in Produce,  
Wholesale, Keynote interviews, News & Events

Booking Deadline: 02/03/2021

## ISSUE 41 WINTER, MAY 2021

Distributed at  
Hort Connections 2021

### Special Features

Marketer of the Year Award Finalist Focus  
North American Imports  
Packaging & Grading  
Sustainability

### Products

Citrus  
Avocados  
Kiwifruit  
Nuts & Dried Fruit

### Regulars

Retail Reviews, Expert Columns, People in Produce,  
Wholesale, Keynote interviews, News & Events

Booking Deadline: 08/05/2021

## ISSUE 42 SPRING, AUGUST 2021

Distributed at  
Asiafruit Congress 2021

### Special Features

Transport & Logistics  
Protected Cropping

### Products

Bananas  
Melons  
Berries  
Salads & Herbs  
Asparagus  
Avocados  
Mushrooms

### Regulars

Retail Reviews, Expert Columns, People in Produce,  
Wholesale, Keynote interviews, News & Events

Booking Deadline: 12/07/2021

## ISSUE 43 SUMMER, NOVEMBER 2021

Distributed at  
Fruit Logistica 2022

### Special Features

Finance & Insurance  
E-commerce

### Products

Stonefruit & Cherries  
Table Grapes  
US & Egyptian Citrus  
Tropical Fruit  
Mangoes  
Berries  
Potatoes & Hard Produce

### Regulars

Retail Reviews, Expert Columns, People in Produce,  
Wholesale, Keynote interviews, News & Events

Booking Deadline: 05/11/2021

# MAGAZINE ADVERTISING

For Print and Digital editions of Produce Plus

## Premium positions

Back cover

**US\$3,400**

Inside front cover

**US\$3,275**

Inside back cover

**US\$2,800**

Front section

**US\$3,085**

## Discounts

Two adverts	10%
Three - Four adverts	15%

## Agencies

Agency commission	15%
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## Full Page US\$2,555



## Double Page Spread US\$4,360



## Half Page Spread US\$2,490



## Half Page US\$1,465



Only landscape design available on digital version.

## Third Page US\$1,090



Only landscape design available on digital version.

## Quarter Page US\$850



## Contact:

For more information please contact our advertising team:

alexandra@fruitnet.com +61 4 1642 8561 | kate@fruitnet.com +61 3 9040 1601

# CREATIVE MARKETING

## Further Options

**Brochure on page**  
(With a full page ad)\* US\$3,370  
\*brochure supplied by a client

**Fold-out pages**  
Double (three pages) US\$3,380  
Triple (five pages) US\$4,040

**Magazine inserts**  
On page US\$2,460  
Inside front cover US\$2,310

## Bound-in bookmark US\$3,310



Your advert includes a top banner and a full page advert.

## Belly wrap FROM US\$5,260



Your advert displays as a digital bellywrap.

## Bound-in Card US\$3,590

2 PAGES OF ADVERTISEMENT FRONT AND REVERSE, PRINTED ON THICKER PAPER



Your advert displays as two consecutive full page adverts.

## Fold-out cover US\$4,210

3 PAGES OF ADVERTISEMENT



Your advert displays as 3 consecutive pages in Digital format.

## Advertorials

### Creative

## Full Page US\$2,555



Maximum 350 words, up to 2 pictures, logo & graphics.

## Double Page Spread US\$4,360



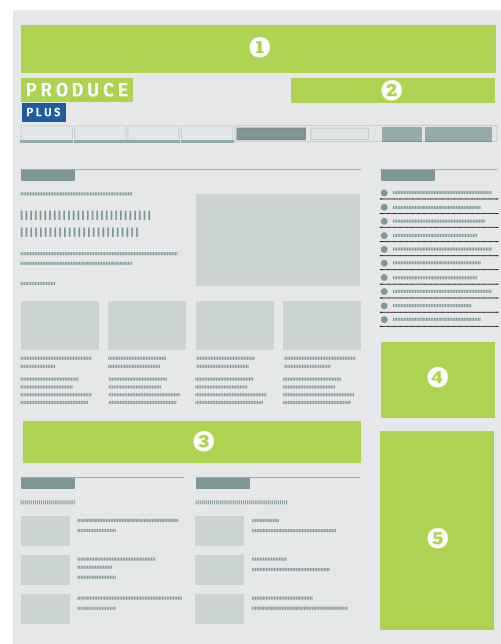
Maximum 700 words, up to 4 pictures, logo & graphics.

# ONLINE ADVERTISING

## fruitnet.com/produceplus – Banner options

	FILE TYPES	SIZE - PIXELS		(PRICE)	
		DESKTOP	MOBILE*	WEEKLY	MONTHLY
1 Super Banner <sup>1</sup>	JPG · PNG · GIF	980 x 100	980 x 100	US\$655	US\$2620
2 Top Banner <sup>1</sup>	JPG · PNG · GIF	468 x 60	980 x 100	US\$170	US\$680
3 Central Banner <sup>1</sup>	JPG · PNG · GIF	700 x 90	-	US\$230	US\$920
4 Small Side Banner <sup>1</sup>	JPG · PNG · GIF	240 x 160	-	US\$170	US\$680
5 Large Side Banner <sup>1</sup>	JPG · PNG · GIF	240 x 400	-	US\$230	US\$920
4 Video Banner <sup>3</sup>	LINK	240 x 160	-	US\$420	US\$1680
Website Take Over				Starting from US\$735/week	
Advertorial				Up to 500 words - US\$725	

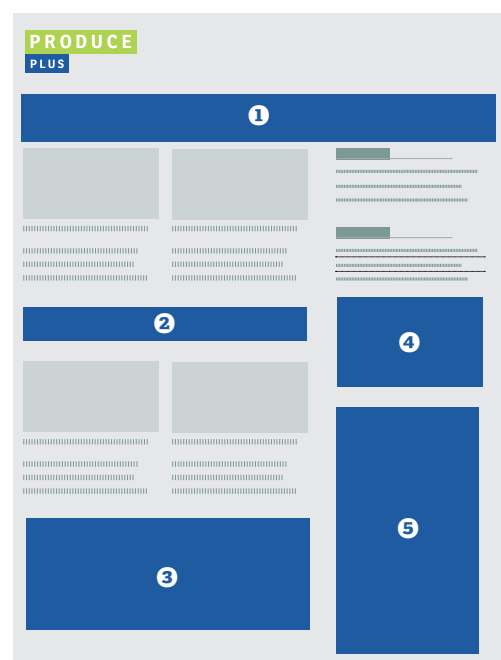
 **+5,000\***  
fruitnet.com/produceplus  
monthly visits



## Produce Plus News – Free email service

	FILE TYPES	SIZE (PIXELS)	(PRICE)
		DESKTOP	MONTHLY
1 Super Banner <sup>2</sup>	JPG · PNG · GIF	600 x 120	US\$480
2 Central Banner <sup>2</sup>	JPG · PNG · GIF	468 x 100	US\$330
3 Large Central Banner <sup>2</sup>	JPG · PNG · GIF	468 x 200	US\$400
4 Small Side Banner <sup>2</sup>	JPG · PNG · GIF	240 x 160	US\$300
5 Large Side Banner <sup>2</sup>	JPG · PNG · GIF	240 x 400	US\$400
Advertorial			Up to 500 words - US\$695

 **5,500**  
Produce Plus News  
Recipients



\*Online data based on 2020 figures.  
Statistics based on Google Analytics

## Digital Only Advertising Options

### Video content



**US\$2,555**

Video content needs to be supplied as a YouTube or Vimeo weblink.

### Top banner



**US\$2,150**

Top banner for logged in users. Once clicked, user is taken to advertiser's advert or digital content.

premium position  
1600x400px

### Floating banner bottom



**US\$4,100**

Your banner will appear in all magazine pages. Once clicked, user is taken to advertiser's advert or digital content.

(all pages)  
320x50px

We use banner software which has the advantage that the publication and appearance of banners cannot be turned off by the recipient. The disadvantage however is that we are not able to provide automatic click statistics. We recommend banner advertisers to use tags in their banners so that they are able to monitor clicks themselves using Google Analytics.

# GET INFORMED



## SUBSCRIBE NOW!

Choose the subscription package that's right for you and your business:

### PRINT & DIGITAL \$88 PER YEAR

4 printed copies of Produce Plus Magazine

Digital edition: online access included plus Fruitnet specials

Monthly Produce Plus newsletter

### DIGITAL ONLY \$70 PER YEAR

4 digital copies of Produce Plus Magazine

Digital edition: online access included plus Fruitnet specials

Monthly Produce Plus newsletter

### CORPORATE PRICES UPON REQUEST

All the benefits of print & digital

Bespoke packages available for your team or company

Volume discount for 3+ subscribers

Personalised account management

For information about how to subscribe, please contact:

[subscriptions@fruitnet.com](mailto:subscriptions@fruitnet.com)

+44 20 7501 0311

+61 4 1 642 8561

ProducePlus app is available for download, try it for free now:



[shop.fruitnet.com](http://shop.fruitnet.com)



All delivery costs are included in your subscription.



**GLOBAL CITRUS  
CONGRESS**  
16-17.11.21



**WORLD  
OF FRESH IDEAS**  
26-27.05.21



**GLOBAL GRAPE  
CONGRESS**  
30.06.21



**DEUTSCHER  
OBST & GEMÜSE  
KONGRESS**  
13-14.09.21



**ASIAFRUIT  
CONGRESS**  
亚洲水果国际果蔬大会  
28-29.09.21



**FRESH PRODUCE  
INDIA**  
22.04.21



**GLOBAL BERRY  
CONGRESS**  
21.10.21



**GLOBAL TOMATO  
CONGRESS**  
16.03.21



**FESTIVAL  
FRESH<sup>21</sup>**  
13.07.21



**EUROPEAN  
PACKAGING FORUM**  
24-25.06.21



**GLOBAL AVOCADO  
CONGRESS**  
02.09.21

**FRUITNET  
LIVE**

# EVENTS 2021

## INCREASE VISIBILITY AND BRAND AWARENESS

Fruitnet Live specialises in creating high-quality, content-rich, commercial networking conferences for the fresh produce industry held around the globe. These live events provide the best arena to connect with present and future clients, discover new trade opportunities and to shape the future of your business.

**For more information contact events team:**  
**+44 20 7501 3708 | [events@fruitnet.com](mailto:events@fruitnet.com)**

**Official Cooperation Partner**



## ■ ONLINE

### FRUITBOX

**Starting from \$3500**

The world's fresh produce business leaders in conversation with Chris White. Fifteen minutes of one-to-one conversation about business ideas and insights, and much more in the world of fresh fruit and vegetables.

Audio-broadcast weekly every Thursday on Fruitnet.com as well as on every major podcast platform including Spotify, Anchor, Soundcloud, etc. and promoted to Chris White's social media followers.

LinkedIn **+10,000 followers**

Twitter **+7,700 followers**

Instagram **2,500 followers**



**AUDIO CONVERSATIONS**



### FRUITNET INSIGHTS

**\$5800 per quarter**

Fruitnet's team of editors headed up by Mike Knowles in Europe and John Hey in Asia talk to fresh produce decision-makers about the latest developments in markets, seasons, products, and innovations.

Up to 60 minutes of category insight that is video-broadcast on the first Wednesday of every month and pushed out via Fruitnet.com as well as on Fruitnet Live. Also promoted on all our Fruitnet Media International social media accounts.

LinkedIn **+2,000 followers**

Twitter **+1,700 followers**

Instagram **2,000 followers**



**VIDEO-BROADCAST**

**FRUITNET  
INSIGHTS**

### FRUITNET PRESENTS

**Starting from \$5800**

Fifteen minutes of advertorial on your product or service broadcast across all of Fruitnet Media International's social media channels.

Video interview with one of Fruitnet's senior editors about your product or service and pushed out via Fruitnet.com as well as on Fruitnet Live. Also promoted on all our Fruitnet business and individual social media channels.

LinkedIn **+2,000 followers**

Twitter **+1,700 followers**

Instagram **2,000 followers**



**VIDEO ADVERTORIAL**

**FRUITNET  
PRESENTS**

**Support the best new quality online content from Fruitnet**

**Contact our team: [advertising@fruitnet.com](mailto:advertising@fruitnet.com) | +61 3 9040 1602**



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